WHAT IS CLAIMED IS:

1. An asymmetric aperture diaphragm placing structure for a projection lens, the structure positioning and securing an asymmetric aperture diaphragm having a diaphragm aperture asymmetrical about an optical axis of the projection lens to a lens holder for holding the projection lens into a predetermined direction with respect to the optical axis,

the asymmetric aperture diaphragm including a positioning part formed asymmetrical about the optical axis,

the lens holder having a mating part adapted to engage the positioning part only in a state where the asymmetric aperture diaphragm is in the predetermined direction with respect to the optical axis,

the asymmetric aperture diaphragm being secured to the lens holder in a state where the positioning part and mating part engage each other.

2. An asymmetric aperture diaphragm placing structure for a projection lens according to claim 1, wherein the positioning part is constituted by a plurality of boss holes arranged asymmetrical to each other about the optical axis; and wherein the mating part is constituted by a plurality of bosses corresponding to the plurality of boss holes, respectively.

3. An asymmetric aperture diaphragm placing structure for a projection lens according to claim 2, wherein, after the plurality of bosses engage with the plurality of boss holes, respectively, at least a part of the plurality of bosses is thermally deformed such that the asymmetric aperture diaphragm is secured to the lens holder.

4. An asymmetric aperture diaphragm placing structure for a projection lens according to claim 2, wherein the plurality of boss holes include a positioning boss hole having substantially the same diameter as with a corresponding one of the plurality of bosses; an elliptic direction-determining boss hole, disposed at a position substantially opposing the positioning boss hole across the optical axis, having substantially the same width as with a corresponding one of the other bosses; and a

guide boss hole formed with a predetermined play with respect to a corresponding one of the remaining bosses.

5. An asymmetric aperture diaphragm placing structure for a projection lens according to claim 1, wherein the lens holder is a lens chamber.

6. A projection type image display apparatus comprising a light source section, an illumination optical system for outputting light from the light source section as predetermined illumination light, image display means for converting the illumination light from the illumination optical system into image display light carrying image information and outputting thus obtained image display light, and a projection lens system for emitting the image display light from the image display means so as to project an image onto an image projection surface;

the projection type image display apparatus further comprising the asymmetric aperture diaphragm placing structure for a projection lens according to claim 1.

7. A projection type image display apparatus according to claim 6, wherein the image display means is a digital micromirror device.